

GCBTA Meeting Agenda
July 12, 2011 Almont Resort 7:30 AM

MISSION STATEMENT - enhance economic vitality by marketing our county as a year-round destination and foster relationships with community partners to ensure a quality guest experience.

VALUE PROPOSITION - Through life-enriching adventures and inspirational, authentic experiences, Gunnison County delivers lasting memories unlike any other vacation destination.

7:30 AM WORK SESSION (Advisory Board members are welcomed to attend and join a group)
July 2011 of the GCBTA

- Board breaks into sub groups according to June Retreat action items to continue work on individual plans

8:30 AM Adjourn

8:30 AM Call to order regular ,meeting GCBTA Board of Directors

Establish quorum

Conflict of Interest disclosure by board members (reviewed at every board meeting per IRS recommendation)

Consent Agenda:

- Approval of minutes from June 7, 2011 meeting (short meeting pre June retreat)
- Approval of Staff Reports (Executive Overview/LMD Tax/Sales tax/web traffic/PR/phone call volume /Progress Report)
- Approval of 2011 Financial Report

Motion to approve Consent Agenda by: _____ 2nd by: _____

Old Business: none at this time

New Business: Reports:

- RTA
- Public Lands
- WSC
- CBMR
- Chambers
- Municipalities/County

PROGRESS REPORT
June 7 – July 11, 2011

6/7 Continuation of May board retreat

6/8 JC/BB meeting with north and south valley USA Pro Cycling Challenge

6/9 JC attended CB Nordic Center meeting

6/10 JC /EK RTA meeting

6/10 JC /EK Film S. Gellert, CBMF

6/13 EK meeting with CBG Wellbeing Connection

6/13 JC presented at Girls State at WSC

6/14 JC meeting with D. Delvecchio re: packaging her wellness business

6/15 JC/ EK meeting with C. Rudd and S. Snell-Dobert re: Curecanti/Black Canyon Visitor Use Survey

6/15 JC meeting with SF re: Executive Overview doc

6/15 JC/ EK filmed S. Snell-Dobert, Curecanti NRA

6/15 JC/ EK filmed J. Swaim and Cattlemen's Days past Presidents

6/16 JC/ EK meeting with C. Koenig and D. Malone Miles/Weaver

6/17 EK filmed Sue Wallace, CBWF

6/19 JC exhibition for GVO at CB Farmer's Market
6/21 JC attended LMD meeting re: Marble LMD distribution
6/21 JC/ EK meeting with J. Lucido re: Gunnison LOC video for UPCC
6/24 JC all day with Spotlight Colorado filming CB Bike Week and Gunnison River Festival
6/25 half day with Spotlight Colorado
7/4 JC /EK participated in CB 4th of July parade
7/8 JC attended RTA meeting
7/8 JC attended West Elk Scenic Byway meeting in Gunnison

- a. GCB Community Calendar – continue to make contact with area events/groups to load info on web site
- b. Clip Book Update – ongoing;
- c. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
- d. Ongoing purchase of media per the 2011 media plan; creating insertion orders; approving ads; emailing/uploading to publications
- e. E-newsletters for specialty interests; regular E-communication to our lists and purchased lists
- f. Collecting monthly fulfillment databases from our web site, Chambers and reader service lists (adding to master database by category); forwarding to Dove Graphics for fulfillment; filling international requests electronically by emailing link to our online brochure
- g. Ongoing addition to electronic database via web site newsletter sign ups and e lists from other sources for information

GCBTA Meeting Minutes
June 7, 2011 –7:30 AM, Almont Resort

MISSION STATEMENT - enhance economic vitality by marketing our county as a year-round destination and foster relationships with community partners to ensure a quality guest experience.

VALUE PROPOSITION - Through life-enriching adventures and inspirational, authentic experiences, Gunnison County delivers lasting memories unlike any other vacation destination.

IN ATTENDANCE: R. Gardener, C. Elliott, C. Riggs, K. Hassebroek, D. Cole, S. Ferguson, F. Kugel, J. Chaney, E. Kelleher

NOT IN ATTENDANCE: W. Bearth, A. Green (present for retreat portion), A. Eflin

OTHERS: M. Levy

7:30 AM **Call to order** – June 2011 Board Meeting of the GCBTA

Establish quorum

Conflict of Interest disclosure by board members (reviewed at every board meeting per IRS recommendation) -
Discussed

Consent Agenda:

- Approval of minutes from May 17, 2011 meeting (short meeting pre-retreat)
- Approval of staff Reports (Executive Overview/LMD Tax/Sales tax/web traffic/PR/phone call volume /Progress Report)
- Approval of 2011 Financial Report

Motion to approve Consent Agenda by: S. Ferguson, 2nd by: C. Elliott

Elevator speech proposal: A. Eflin/J. Chaney: The Tourism Association's primary function is to market Gunnison County on a year-round basis to increase overnight visitors in support of our local economy. Nearly 5M dollars are generated in local taxes annually with over 2,000 jobs directly related to tourism. In 2009 there was over 51M dollars in local visitor spending.

- No necessary BOD vote.
- J. Chaney will get elevator speech printed on a card with the TA mission/value proposition on the other side

7:37 AM Meeting Adjourned

Executive Overview of Reports – July 12, 2011
Tourism Association Board Meeting

Consent agenda: includes minutes, reports and 2011 finance report

Stats Report:

Web Traffic:

- YTD June is up 94%
- June 2011 compared to June 2010 – up 49%

June was our highest web traffic month in the history of the TA due to a large, regionally targeted push for summer later this year to reach more potential in-state visitors. In addition to geo-targeting, our e-blasts predominantly consisted of interest-based targeting to families, arts, recreation, food and wine, astronomy and biking enthusiasts

Phone Call Volume:

- YTD June down 6% (made up 14% age points)
- June 2011 compared to June 2010 - up 33% (up 30% from May)

LMD tax: Ending April up 13%

Municipal Sales Tax:

- Gunnison YTD through April
 - retail: -5%
 - restaurant: -2%
 - lodging: -21%
- Crested Butte YTD through April
 - retail: +3%
 - restaurant: -1%
 - lodging: +20%
- Mt. Crested Butte YTD through April
 - Retail: +8%
 - Restaurant: +10%
 - Lodging: +13%

Director's Report (Progress Report later part of the one page Agenda document):

This information is self-explanatory and describes major activities of staff and board members when involved on behalf of the Tourism Association. Please let us know if you have any questions!

PR Report:

May and June are included in this report. See all past reports on www.gcbta.com

Budget/Accounting:

Beginning July 13, 2010 meeting, the budget is approved as part of the consent agenda.

On June 9 2010, we started working with Ridgeway Accounting & Consulting to do our bookkeeping. Our invoices are dropped off every other Monday/Tuesday and picked up and mailed on Wednesday/Thursday.

2011 budget: we are 50% of the way through the year; have collected 50% of LMD revenue and are at 42% of our expenses.

Additional revenue: Film grant, carryover from 2010 budget year, Marble LMD revenue (offsetting increased size of vacation planner/web site to include Marble) and co-op advertising payments from partners.

Minutes: Attached. Please let us know if revisions are required during the board meeting.

Thank you, Jane Chaney , Executive Director

PR REPORT for May 4 – July 1, 2011, 2011

Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to media: Intellectual Pursuits, Cattlemen's Days, July 4th Weekend, Crested Butte Wildflower Festival, Gunnison River Festival/Rafting/Kayaking, Crested Butte Music Festival, Culinary
- Continue working on and updating summer/fall releases. All are posted at www.GunnisonCrestedButte.com/media.

Media Contacts

- Information: Event information/dates to Event Connection & Colorado Expression, destination and transportation information to Airplanista Magazine
- Photos: Camp 4 in the summer to Ski, Cattlemen's Days to goworldpublishing.com, wildflowers to Colorado Springs Gazette, mountain biking photos to AAA Via magazine, July 4th to roadtripsforfamilies.com, Crested Butte photos to author of new 100 Best Affordable Vacations published by National Geographic (for article about book), Gunnison Car Show Weekend to Where Denver Magazine, Gunnison images for a Denver Life feature story
- Media Visits – Steve Frothingham, web editor of Velo News, during Crested Butte Bike Week (partnered with CBMR and CB-Mt. CB Chamber)
- Media FAMs – Submitted possible Gunnison/Almont itinerary for the Colorado Tourism Office's H2O media visit the end of June, but our area was not selected.
- Colorado Tourism Office opportunities, submitted information for: Road-Tripping, Autumn Adventures and Colorado Cool press releases; Colorado feature for the UK's Guardian newspaper, Men's Journal media lead, JustLuxe.com media lead
- Help a Reporter media leads: Summer in the Mountains for Families, Freebies for Families, Family-Friendly Rafting Trips, Hot Spots for Summer, Multi-Generational Trip Ideas, 4th of July Travel Destinations (two)
- Others as they respond to press release emails or have editorial/photo needs
- Respond to writers inquiring about media FAMs

Media Hits – Outside the Area

- 100 Best Vacations That Won't Break the Bank (two pages on Crested Butte) – Book published by National Geographic authored by Jane Wooldridge & Larry Bleiberg
- Story About Best 100 Book – Dallas Morning News
- Top 5 Mountain Towns (including Crested Butte) – Via Magazine by AAA Northern California
- CB Destination – AAA Midwest Traveler, examiner.com
- Top 25 Most Influential People in Mountain Biking (including Dave Wiens of Gunnison) – Mountain Bike Action 25th anniversary issue
- To 10 4th of July Fireworks 2011 (including G-CB area) – roadtripsforfamilies.com
- 4th of July Events Calendar (including G-CB) – Denver Post, milehighmamas.com, CBS 4, Channel 5 Colorado Springs/Pueblo, examiner.com
- Top 10 Choices for Family Travel in Colorado this Summer (including CB) – milehighmamas.com
- 10 Can't Miss National Park Hikes to Discover this Summer (including Black Canyon of the Gunnison's River Rim Trail) – press release by the National Park Foundation & Merrell that was picked up by several media entities including the Associated Press
- America's Best Climber Campgrounds (including Best Apres Climb – North Rim Campground, Black Canyon of the Gunnison) – Climbing
- 51 Scenic Hikes (including Aspen to CB) – USA Today
- Ready, Set, Snow (including CB) – AAA Home & Away
- G-CB Destination – Yellow Scene
- Wildflower Festival – Denver Post travel section (two times), Colorado Meetings + Events (part of a festival feature story), associatedcontent.com (part of summer festival story), Colorado Springs Gazette, Colorado Expression e-news
- Hartman Rocks & Rage in the Sage – KCNC TV – Denver's Colorado Getaways
- CB to Aspen hike – Examiner.com
- CBLT Wine & Food Festival – Denver Post

- USPCC Bike Race (testing out of stages including CB/Mt. CB/Gunnison) – Velo News Online
- Evolution Bike Park, Secret Stash, Elevation Hotel & Spa – Denver Post article
- CB Bike Week – bicyclepaper.com, Denver Post Travel, Denver Post Outdoor Extremes, Chicago Tribune (part of Phil Marty’s travel column also ran by Baltimore Sun and four TV stations)
- Colorado & Moab mountain biking (including CB) – World of Mountain Biking (Germany)
- Innovative Bike Designs for Disabled Riders Open New Horizons (built in CB by Jake O’Connor) – Denver Post Extremes
- Ride the Rockies (CB) – 9 News TV – Denver
- Summer Biking Events in G-CB – examiner.com
- Cattlemen’s Days – Denver Post travel section, Mountain Getaways e-news
- Crested Butte Music Festival – topeventsusanews.blogspot.com, Denver Post, Colorado Expression e-news
- Summer Festivals in Colorado (including Crested Butte Arts Festival) – Colorado Homes & Lifestyles
- September Colorado Beer Festivals (including Fall Festival of Beers & Chili Cook-Off) – zimbio.com
- Sherpa Café – Denver Post’s Eat Local
- Ryce – Restaurant Owner
- Fishing in Gunnison County – examiner.com
- Colorado Summer Fun (including Gunnison River Festival, Ride the Rockies from CB to Georgetown, CB Bike Week) – Denver Post Sports
- Gunnison River Festival/Rafting/Kayaking – goingplacesnearandfar.com
- CB Summer Destination – The Oregonian (first appeared in Austin American-Statesman)
- Roaring Fork Valley Towns Bursting with History (including Marble) – Aspen Times
- G-CB Running Events – mountaingetaway.com
- Summer Travel Options for Families (including new CBMR ziplines) – Celebrated Living (luxury magazine for American Airlines and American Eagle premium class passengers)
- Lodge at Mountaineer Square – associatedcontent.com
- Summer events in G-CB – RV Journal

Other Activities

- Joined Jane in meeting with LOC and marketing chairs for USPCC about joint press release and marketing
- Attended board retreat to discuss assessment.
- Continue to update media lists, clip books and media room on website

7.12.11 EXECUTIVE OVERVIEW

GCB TOURISM ASSOCIATION ORGANIZATIONAL PERFORMANCE AND STRUCTURAL ASSESSMENT

In 2010, the Gunnison-Crested Butte Tourism Associations board of directors initiated the discussion with the Local Marketing District's board of directors to begin the process and search for a third party consultant to conduct an assessment of the GCBTA. The assessment was primarily to insure that public funds were being appropriately allocated and to review the operating practices, governance, management structure, deployment of resources and adherence to the best tourism industry practices of Destination Management Organizations (tourism marketing entities such as the GCBTA).

Key findings:

- The most fundamental challenge that will prospectively limit the County from maximizing the full potential of our visitor industry is fragmentation among industry and governmental leaders
- Organizational governance and operations reflect adequate community oversight and are similar to competitive set (Steamboat, Durango, Telluride); bylaws and policies follow best practices in a highly efficient manner
- Deployment philosophy maximizes over 84% of budget revenue to marketing/advertising/Public Relations; rightly focused on all seasons/all products/all of county in marketing efforts (primary part of GCBTA mission is to market Gunnison County as a destination on a year-round basis)
- Organization is lean and efficient
- GCBTA is credited with growth in annual market share in 2009 from 16.8% to 19%
- Identified several areas within the organization that needed minor adjustments and fine tuning
- Through education, current board and advisory board can improve on the pool of potential future board candidates
- Through increased and varied methods, improve communication to "county wide stakeholders" in the tourism industry about "cooperating internally and competing externally" (against the outside world)

Bottom line benefits:

- An improved approach to website navigation and search engine optimization
- Communication using simpler and easier to understand measures for educating the general public
- Integrated and increased tourism partner stats/information into overall marketing efforts
- Clear evaluation of the mission that the GCBTA was given - not sure what this means
- Overcoming minor challenges that will improve effectiveness of the organization
- Illustrates overall that the GCBTA is efficiently and effectively utilizing public financial resources, good governance structure in place and maximizing utilization of staff